CLAIMS

1. A system comprising:

a plurality of web servers, each storing a plurality of web pages and returning selected ones of the plurality of web pages to a plurality of requesting client devices;

a central logging server coupled to the plurality of web servers;

wherein each of the plurality of web pages for which centralized logging is desired includes a reference to content stored on the central logging server; and

wherein the central logging server logs accesses to the plurality of web servers upon receipt, from the requesting client devices, of a request for the content.

2. A system as recited in claim 1, wherein the plurality of web servers, the central logging server, and the plurality of requesting client devices are coupled together via the Internet.

3. A system as recited in claim 1, wherein the reference has embedded therein information identifying usage of the web by a user initiating a request for a web page.

4. A system as recited in claim 1, wherein the central logging server further logs information received in a cookie accompanying the request for the content.

5. A system as recited in claim 1, wherein the reference comprises a Hypertext Markup Language (HTML) tag.

6. A system as recited in claim 1, wherein each of the plurality of web servers further logs information regarding the request locally.

7. A system as recited in claim 1, wherein the reference comprises a reference to a transparent graphic image.

8. A method comprising:

receiving a request for a document; and

returning, in response to the request, the document including a reference to content that causes information regarding the request for the document to be logged at a remote logging server.

9. A method as recited in claim 8, wherein the reference comprises a reference to content stored at the remote logging server.

10. A method as recited in claim 8, wherein the reference comprises a reference to a transparent graphic image.

11. A method as recited in claim 8, wherein the reference comprises a reference to a graphic image located at the remote logging server.

12.   A method as recited in claim 8, further comprising logging the information regarding the request locally.

13.   A method as recited in claim 8, wherein the information regarding the request comprises information identifying usage of the web by a user initiating the request.

14.   A method as recited in claim 8, wherein the reference comprises a Hypertext Markup Language (HTML) tag.

15.   A method as recited in claim 8, wherein the document comprises a web page.

16.   One or more computer-readable memories containing a computer program that is executable by a processor to perform the method recited in claim 8.

17.   A method, implemented in a logging server, comprising:

receiving a request for content, the request having been submitted so that access to a web page on another server could be logged;

logging information embedded in the request; and

responding to the request with the content.

18. A method as recited in claim 17, wherein the receiving comprises receiving the request from a client computing device.

19. A method as recited in claim 17, wherein the information embedded in the request comprises information regarding what content was being rendered when the web page was accessed.

20. A method as recited in claim 17, wherein the information embedded in the request comprises information identifying usage of the web by a user initiating the request.

21. A method as recited in claim 17, further comprising:

receiving a cookie along with the request; and

logging information included in the cookie.

22. A method as recited in claim 17, wherein the content comprises a transparent graphic image.

23. A method as recited in claim 17, wherein the responding comprises returning a small response to a device the request was received from.

24. A method as recited in claim 17, wherein the responding comprises returning a response of less than 50 bytes to a device the request was received from.
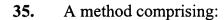
25. One or more computer-readable memories containing a computer program that is executable by a processor to perform the method recited in claim 17.

26. A method comprising:

sending a request to access a web page at a first server;

receiving the web page including an indication of additional content to be obtained from a second server so that access to the web page can be logged at the second server; and

sending another request to the second server for the additional content.

27. A method as recited in claim 26, wherein the other request has embedded therein information identifying usage of the web by a user initiating the request.

28. A method as recited in claim 26, further comprising sending, as part of the other request, a cookie that is associated with a plurality of servers including the second server.

29. One or more computer-readable memories containing a computer program that is executable by a processor to perform the method recited in claim 26.

30. A method of tracking web usage, the method comprising:

adding, to each of a plurality of web pages, a reference to content stored at a central logging server; and

logging, at the central logging server, information embedded in the reference, wherein the central logging server is accessed by a remote device to obtain the content when any of the plurality of web pages is rendered.

31. A method as recited in claim 30, wherein the information regarding the request comprises information identifying usage of the web by a user initiating the request.

32. A method as recited in claim 30, wherein the adding comprises, for each web page, adding the reference in an area outside of the formatting of the web page

33. A method as recited in claim 30, wherein the adding comprises, for each web page, adding the reference at the end of the web page.

34. One or more computer-readable memories containing a computer program that is executable by a processor to perform the method recited in claim 30.

35. A method comprising:

including, in a web page to be stored at a web server, a reference to content stored on a logging server, the reference having embedded therein an indication to the logging server that the web server was accessed.

36. A method as recited in claim 35, wherein the reference further has embedded therein information identifying usage of the web by a user initiating the access to the web server.

37. A method as recited in claim 35, wherein the reference comprises a Hypertext Markup Language (HTML) tag.

38. One or more computer-readable memories containing a computer program that is executable by a processor to perform the method recited in claim 35.

39. A computer readable medium having stored thereon a web page, the web page including portions that, when interpreted by a plurality of instructions being executed by one or more processors, causes the plurality of instructions to perform acts including:

indicating to a centralized logging server that a web server hosting the web page has been accessed.

40. A computer readable medium as recited in claim 39, wherein the plurality of instructions comprises a web browser.

41. A computer readable medium as recited in claim 39, wherein one of the portions includes a reference to content stored on the centralized logging server, and wherein the indicating comprises requesting the content from the centralized logging server.

42. A computer readable medium as recited in claim 41, wherein the reference includes information regarding what content was being rendered as part of the web page.

43. A computer readable medium as recited in claim 41, wherein the reference includes information identifying the web server.

44. A computer readable medium as recited in claim 39, wherein one of the portions includes a reference to content stored on another web server.

45. A computer readable medium as recited in claim 39, wherein the plurality of instructions includes a Hypertext Markup Language (HTML) tag.